



# IOWA DEPARTMENT OF AGRICULTURE AND LAND STEWARDSHIP

PATTY JUDGE  
SECRETARY OF AGRICULTURE

## Fresh News

Spring – Summer 2002

### The Farmers' Market Newsletter

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#### **“Shop Your Local Farmers’ Market” Begins!** Statewide Radio and Public Transportation Awareness Campaign

The statewide radio and public transportation awareness campaign to promote shopping at Iowa's farmers' markets is underway. From June 1 through August 31, buses and radio stations across Iowa will be telling people to shop their local farmers' markets.

We've upped our radio coverage with the addition of 60 stations through Radio Iowa (Learfield Communications), and 47 stations on the Brownfield Ag Network. These combine with the initial placement of ads on the Iowa Radio Network Clear Channel (21 stations, which included a separate buy of KDTH in Dubuque, then a separate buy of KMA in Shenandoah) to make a total of 128 radio stations statewide.

The radio commercials will run between the hours of 5 a.m. and 7 p.m. Mondays through Saturdays, starting June 12<sup>th</sup> through the end of August, so tune your radio dial in and listen! And don't forget the bus campaign. Look for buses in Ames, Cedar Rapids, Davenport, Des Moines, Dubuque and Waterloo that have the printed message in the photo above!

*(Continued on page 2)*

(Cont. Statewide Radio and Bus Campaign – Shop Your Local Farmer's Market)

Stations on Radio Iowa (Learfield Communications): (Six 30 second ads each week)

|                         |                            |                                  |
|-------------------------|----------------------------|----------------------------------|
| KLBA-AM.....Albia       | KIAQ-FM.....Fort Dodge     | KBOE-FM....Oskaloosa             |
| KLBA-FM.....Albia       | KTLB-FM.....Fort Dodge     | KBIZ-AM.....Ottumwa              |
| KLGA-AM.....Algona      | KGRN-AM...Grinnell         | KOAK-AM.....Red Oak              |
| KLGA-FM.....Algona      | KLMJ-FM....Hampton         | KIWA-AM.....Sheldon              |
| KJAN-AM.....Atlantic    | KNOD-FM...Harlan           | KIWA-FM.....Sheldon              |
| KWBG-AM...Boone         | KGRA-FM...Jefferson        | KMA-AM.....Shenandoah            |
| WCAZ-AM...Carthage      | KNIA-AM.....Knoxville      | KCSI-FM.....Shenandoah/Red Oak   |
| KCRG-AM....Cedar Rapids | KLEM-AM....LeMars          | KSOU-AM....Sioux Center          |
| KCHE-AM....Cherokee     | KMCH-FM...Manchester       | KSOU-FM....Sioux Center          |
| KCHE-FM....Cherokee     | KMAQ-AM...Maquoketa        | KSCJ-AM.....Sioux City           |
| KROS-AM....Clinton      | KMAQ-FM...Maquoketa        | KICD-AM.....Spencer              |
| KCZQ-FM.....Cresco      | KFJB-AM.....Marshalltown   | KAYL-AM.....Storm Lake           |
| KSIB-AM.....Creston     | KRIB-AM.....Mason City     | KKRF-FM.....Stuart               |
| KSIB-FM.....Creston     | KILJ-AM.....Mount Pleasant | KCII-AM.....Washington           |
| KDSN-AM.....Denison     | KILJ-FM.....Mount Pleasant | KCII-FM.....Washington           |
| KRNT-AM.....Des Moines  | KCOB-AM....Newton          | KCNZ-AM.....Waterloo/Cedar Falls |
| WDBQ-AM....Dubuque      | KCOB-FM....Newton          | KNEI-AM.....Waukon               |
| KILR-AM.....Estherville | KOEL-AM....Oelwein         | KNEI-FM.....Waukon               |
| KMCD-AM....Fairfield    | KIIC-FM.....Osceola        | KQWC-AM....Webster City          |
| KIOW-FM.....Forest City | KBOE-AM....Oskaloosa       | KQWC-FM....Webster City          |

Stations on Brownfield Ag Network (Three 30 second ads each week)

|                         |                            |                                  |
|-------------------------|----------------------------|----------------------------------|
| KLBA-AM....Albia        | KVFD-AM....Fort Dodge      | KOAK-AM.....Red Oak              |
| KLBA-FM....Albia        | KGRN-AM...Grinnell         | KCSI-FM.....Shenandoah/Red Oak   |
| KJAN-AM....Atlantic     | KLMJ-FM....Hampton         | KSOU-AM.....Sioux Center         |
| KWBG-AM...Boone         | KNOD-FM...Harlan           | KSOU-FM.....Sioux Center         |
| KDNZ-AM....Cedar Falls  | KHBT-FM....Humboldt        | KDWD-FM.....Spencer              |
| KCHE-AM....Cherokee     | KGRA-FM....Jefferson       | KAYL-AM.....Storm Lake           |
| KCHE-FM....Cherokee     | KMAQ-AM....Maquoketa       | KAYL-FM.....Storm Lake           |
| KCLN-AM....Clinton      | KFJB-AM.....Marshalltown   | KKRF-FM.....Stuart               |
| KZEG-FM....Clinton      | KILJ-AM.....Mount Pleasant | KCII-AM.....Washington           |
| KSIB-AM.....Creston     | KILJ-AM.....Mount Pleasant | KCII-FM.....Washington           |
| KSIB-FM.....Creston     | KWPC-AM...Muscatine        | KCNZ-AM.....Waterloo/Cedar Falls |
| WDBQ-AM...Dubuque       | KWCC-FM...Muscatine        | KNEI-AM.....Waukon               |
| KDST-FM....Dyersville   | KIIC-FM.....Osceola        | KNEI-FM.....Waukon               |
| KCTN-FM....Elkader      | KBOE-AM.....Oskaloosa      | KQWC-AM.....Webster City         |
| KILR-AM.....Estherville | KBOE-FM.....Oskaloosa      | KQWC-FM.....Webster City         |
| KMCD-AM...Fairfield     | KBIZ-AM.....Ottumwa        |                                  |

Stations on Iowa Radio Network/Clear Channel Communications (Six 30 second ads every other week)

|                    |                   |                   |
|--------------------|-------------------|-------------------|
| WHO Des Moines     | WMT Cedar Rapids  | WOC Davenport     |
| KIFG Iowa Falls    | KWMT Fort Dodge   | KMNS Sioux City   |
| KASI Ames          | KXIC Iowa City    | KBKB Fort Madison |
| KDWD Emmetsburg    | KKSI Ottumwa      | KSOM Atlantic     |
| KKIA Storm Lake    | KEXL Waterloo     | KCIM Carroll      |
| KVJZ Des Moines    | KDTH Dubuque      | KDEC Decorah      |
| *KMA-AM Shenandoah | **KBUR-Burlington | **KGLO-Mason City |

\* Added buy since May 1; \*\* Omitted in previous newsletter listing

Total radio ads to be aired = 4,891 30 second ads to "Shop Your Local Farmers' Market"!

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## **26 MARKETS ENTERED in the 2002 Iowa Farmers' Market Improvement Competition**

During the 2002 market season, 26 farmers' markets are taking the opportunity to participate in the Iowa Farmers' Market Improvement Competition with the goal of winning CASH prize money for their market!

Markets are competing by population of the communities they are in. There are three (3) population categories: Under 5,000; 5,000 - 20,000; Over 20,000; with three first place cash awards of \$1,000; three 2<sup>nd</sup> place cash awards of \$750; and three 3<sup>rd</sup> place cash awards of \$500.

A very appreciative thank you to the Iowa Farm Bureau Federation for their generous investment in the Competition by sponsoring the cash awards. The Iowa Department of Agriculture and Land Stewardship, the Iowa Farm Bureau Federation of Iowa, and the Iowa Farmers' Market Association are partners in sponsoring the competition.

During the summer, the competing markets will be documenting their activities. At the end of the season, all their photos, press releases, media exposure, activities, etc., will compliment their description of the goals they set out to achieve to improve their market in the form of a notebook. Each market will submit a notebook for judging. Judging will be held sometime between Nov. 1 and Jan. 15, and all the markets will do an "in person" presentation to the panel of judges. Winners will be announced at the Iowa Farmers' Market Managers/Organizers Workshop in February 2003.

Not only are the markets taking the challenge to improve their market and win money – but the creative juices that are flowing will develop new ideas that can be implemented by other markets as well.

Good Luck and Good Market Season to the following 2002 Iowa Farmers' Market Improvement Competition Entrants! :

### Populations Under 5,000:

Lenox Farmers' Market – Lenox; Youngville Café Farmers' Market – VanHorn/New Hall area; Greene County - Jefferson Farmers' Market – Jefferson; Traer Farmers' Market – Traer; Jones County Farmers' Market- Monticello; Iowa Harvest Farmers' Market – Menlo area; Belmond Area Farmers' Market – Belmond; Silver Creek Farmers' Market – Silver City.

### Populations 5,000 – 20,000:

Sheldon Farmers' Market – Sheldon; Storm Lake Farmers' Market – Storm Lake; Fairfield Farmers' Market – Fairfield; Manchester Farmers' Market – Manchester; Mt. Pleasant Farmers' Market – Mt. Pleasant; Atlantic Farmers' Market – Atlantic; Red Oak Farmers' Market – Red Oak; Knoxville Farmers' Market – Knoxville.

### Populations Over 20,000:

Ankeny Uptown Farmers' Market – Ankeny; Ames Farmers' Market (North Grand Mall) – Ames; Dubuque Farmers' Market (Main Street) – Dubuque; Mississippi Valley Growers Assoc. – Davenport; Mississippi Valley Growers Assoc. – Bettendorf; RiverCity Farmers' Market – Council Bluffs; Crossroads Waterloo Farmers' Market – Waterloo; All Iowa Farmers' Market at Living History Farms – Urbandale; Drake Neighborhood Farmers' Market – Des Moines; Downtown Waterloo Farmers' Market – Waterloo.



### **Carrot Distributes Farmers' Market Posters !**

Judy Anderson (Johnston Farmers' Market -Johnston), dressed up in a carrot suit to distribute posters to area business announcing her market. Judy said she had fun doing it – and, she added, “Who can say “No” to a carrot!”

All market managers have received an initial mailing of 20 Farmers' Market posters. We do have some left – so if you need more, please let us know.

Look for the Farmers' Market poster as the cover of the new 2002 Farm Fresh Directory, too!

### **2002 Farm Fresh Directory is Now Available**

All market managers will be receiving a copy of the Directory.

10,000 copies of the Farm Fresh Directory will be distributed to various locations around Iowa. Welcome Centers, Chamber of Commerces, public libraries, private libraries, County Extension offices, FSA offices, Conservation Board offices, Bed & Breakfasts, RC&D offices, to name a few. The Directory lists Farmers' Markets, Strawberry Growers, Honey Producers, Christmas Tree Growers, Apple Growers and Fruit & Vegetable Growers.

### **STAY IN TOUCH OR HOW TO CONTACT US**

Bureau of Horticulture and Farmers' Markets  
Iowa Dept. of Agriculture and Land Stewardship  
Wallace Building, 502 E. 9<sup>th</sup> St.  
Des Moines, IA 50319

Barbara Lovitt, Marketing Specialist  
Phone: 515-281-8232  
e-mail: [barb.lovitt@idals.state.ia.us](mailto:barb.lovitt@idals.state.ia.us)

Mike Bevins, State Horticulturist  
Phone: 515-282-5043  
e-mail: [mike.bevins@idals.state.ia.us](mailto:mike.bevins@idals.state.ia.us)

Margaret Long, Administrator, WIC/IFMNP and Seniors IFMNP  
Phone: 515-242-6239  
e-mail: [margaret.long@idals.state.ia.us](mailto:margaret.long@idals.state.ia.us)

## **Iowa Farmers' Market Association Update**

The Iowa Farmers' Market Association, Inc. (IFMA) board of directors met on April 1, 2002, to elect officers and discuss the course of action for this newly incorporated non-profit organization.

The Board of Directors, (including term and office):

Ken Shelly Jr., 3 yr., Chairman (Lyons Farmers' Market – Clinton; Preston Farmers' Market)  
Bob Shepherd, 1 yr., Vice Chair (Washington Farmers' Market)  
Judy Anderson 3 yr., Treasurer (Johnston Farmers' Market)  
Dawn Kupka 3 yr., Secretary (Toledo Farmers' Market, Tama Farmers' Market)

One Year Terms –

Ginny Gieseke (Drake Neighborhood Farmers' Market – Des Moines)  
Lori Johnson (Red Oak Farmers' Market)

Two Year Terms –

Bob Alexander (Spencer Area Farmers' Market)  
Greg Rinehart (Boone Farmers' Market)  
Barbara Ristau (Franklin County Farmers' Market – Hampton)

Markets that are members of the Association are:

All Iowa Farmers' Market at Living History Farms (Urbandale)  
Ames Farmers Market (North Grand Mall)  
Boone Farmers' Market  
Coralville Farmers' Market  
Crossroads Farmers' Market (Waterloo)  
Downtown Farmers' Market – Ames  
Downtown Farmers' Market – Des Moines  
Downtown Waterloo Farmers' Market  
Drake Neighborhood Farmers' Market (Des Moines)  
Fairfield Farmers' Market  
Franklin County Farmers' Market (Hampton)  
Ft. Madison Farmers' Market  
Johnston Farmers' Market  
Knoxville Farmers' Market  
Lyons Farmers' Market (Clinton)  
Mahaska Ruritan Farmers' Market (Oskaloosa)  
Monroe County Farmers' Market (Albia)  
Moravia Garden Club Farmers' Market  
Mt. Pleasant Farmers' Market  
Muscatine Farmers' Market  
Perry Farmers' Market  
Preston Farmers' Market  
Red Oak Farmers' Market  
River City Farmers' Market – Council Bluffs  
Spencer Area Farmers' Market  
Tama Farmers' Market  
Traer Farmers' Market  
Uptown Ankeny Farmers' Market  
Washington Farmers' Market  
Youngville Café Farmers' Market – VanHorn/Newhall area

There are two membership types: (1) A Farmers' Market membership and (2) an Associate Membership. A Farmers' Market membership is for a market itself, it is a voting membership, and dues are \$20 per

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*(Cont. IA Farmers' Market Association Update)*

year. An Associate membership is available for a person, family or organization that is not a farmers' market but is interested and would like to participate in the further development and support of farmers' markets in Iowa. Dues are also \$20 per year, but are non-voting. A copy of each application type is enclosed with this newsletter. You are encouraged to join as a market, and encourage others that you know who support your market and farmers' markets in general to join as an associate member.

**New Markets Not in the 2002 Farm Fresh Directory**

Lynnville Farmers' Market – Jasper County  
Sat. 8:00-Noon; June 22-Sept 21  
Downtown Lynnville, between bank and post office  
Linda Russell (641) 527-2111

Rock Rapids Farmers' Market – Lyon County  
Sat. 8:00-Noon; June 22-Sept 21  
SE corner of Jubilee grocery store parking lot, Hwy 9 in the center of town  
Linda Pribyl (712) 472-3456

Mt. Vernon Farmers' Market – Linn County  
Thurs. June 20-Oct 14  
Mt. Vernon Bank parking lot, downtown  
Andrea Jilovec  
(319) 895-8214

**NATIONAL & IOWA FARMERS' MARKET WEEK  
AUGUST 4 – 10, 2002**

National Farmers' Market Week will be celebrated in conjunction with Iowa Farmers' Market Week from August 4 through the 10, 2002.

To kick off the celebration, the IA Dept. of Agriculture and Land Stewardship plans to hold an event showcasing Iowa's farmers' markets and the produce during the week before (July 29 – Aug. 2

Last year, markets provided nearly 1,000 lbs. of fresh vegetables and fruit for the market stall that was built in the rotunda of the Capitol building. After the proclamation signing with Governor Vilsack, all the produce was donated to the Food Bank of Iowa.

The Dept. will do an event ahead of the official week and try for media coverage to set the tone. Individual markets are encouraged to do something at their market during the official week.

So keep your eye on your mail box requesting your help for the National & Iowa Farmers' Market Week event!

If you have a picture or article you've written and would like to include in the newsletter – please send it to us. We're always happy to receive contributions.

## **New Farm Bill Strengthens Farmers' Market Programs**

by Senator Tom Harkin

With a strong, bipartisan vote, the Congress has passed our new farm bill and President Bush has signed it into law. This legislation is the economic stimulus package for rural communities and Iowa's entire economy. It rebuilds an income safety net for farm families, protects our soil, water and other resources for future generations, promotes farm-based renewable energy and creates jobs by strengthening the economic base of rural Iowa. The bill also substantially strengthens the nutrition safety net for rural and urban Americans alike.

Iowans deserve a lot of credit for the ideas, recommendations and support they lent as we were crafting this strong new legislation. I am grateful for your involvement and communication throughout the process.

One of my important goals in this farm bill was to strengthen support for farmers' markets. USDA's help to farmers' markets goes a long way toward helping low-income families and individuals buy healthful fruits and vegetables while also supporting local farmers and economies.

I am proud of my work toward creating the Farmers' Market Nutrition Program in the Women, Infants and Children (WIC) nutrition program, which started as a pilot in 1989 and was formally established by Congress in 1992. By 2001 the program was providing vouchers to more than 2 million WIC participants across the country. In 2001, USDA began to provide coupons to low-income seniors for use at farmers' markets, roadside stands, and community supported agriculture outlets. In that year, the program served more than 380,000 seniors. While neither the WIC or seniors program provides a large benefit to individuals and averages approximately \$20 person a year, both programs have been extraordinarily successful and popular.

Hardly a day goes by that I fail to hear from a constituent about these programs and how much they have personally benefited from them. It is good to know that in Iowa one or both of these programs operates in all 99 counties.

Regrettably, the President's 2003 budget proposes eliminating the WIC and Seniors Farmers' Market Nutrition Programs. Therefore, I think it is particularly important to make sure that both programs are well funded and viable and that the funding structure is not contingent on availability of leftover funds from other programs as is currently the case. In the farm bill, we provide \$15 million for the Senior Farmers' Market Nutrition Program for each year of the new farm bill. We also provided \$15 million to make up the shortfall in the WIC Farmers' Market Nutrition Program for fiscal 2002. Next year, when the child nutrition programs are re-authorized, I intend to take a close look for ways to strengthen farmers' market funding. More generally, in the farm bill we authorize funding for grants to help establish, expand, and promote farmers' markets.

Farmers' markets are a win-win situation for farmers and consumers alike. I will keep on working to make sure the WIC and Senior Farmers' Market Nutrition Programs receive necessary support and that we seek to expand them serve more people.

Solid bipartisan majorities of my colleagues in both houses of Congress and President Bush embraced the new directions for farm, food and rural policy in this new farm bill. As the first Iowan in nearly a century to chair the Senate Committee on Agriculture, Nutrition and Forestry, I made sure this legislation represents Iowa's values and outlook. It is a good bill for Iowa and for all of America. Again, thank you for your interest and please let me know of your views and any concerns that may arise as the legislation is implemented.

### **Can I Promote My Products as “Organic”?**

Producers who wish to promote or sell their products as “organic” *must* certify their organic operation prior to making an organic claim. Organic certification services are available from the Iowa Department of Agriculture and Land Stewardship (IDALS) or from private organic certification organizations. Individuals interested in attaining organic certification must comply with organic regulations, complete a detailed application and undergo a thorough inspection of their farm. Successful applicants are granted an organic certificate, which must be renewed annually.

Individuals who gross less than \$5,000 from the sale of organic products are not required to be certified, but they must file an Annual Declaration of Exemption From Organic Certification with IDALS if they wish to promote and sell their products as “organic”. Exempt producers must comply with organic regulations but are not required to go through the certification process.

For a copy of organic regulations, an application packet, an exemption form or for general information, please contact the Organic Certification Program at 515-281-7656.

*By Maury Wills, Bureau Chief, Ag. Diversification & Market Development, IDALS*

### **The Farmers' Market Nutrition Programs For 2002**

The Farm Bill was finally passed by Congress on May 8, 2002 and signed into law by President Bush on May 13th. Additional funding for both the WIC (Women, Infants, and Children) and Seniors FMNP's is included in the Farm Bill and the USDA announced additional grant funding to states on June 12<sup>th</sup>.

Iowa asked for and received an additional \$313,146 for the WIC/FMNP which is added to our initial grant of \$328,174 and the state match of \$270,000 bringing the total program funds to \$911,320. This provides enough money for full benefits (\$28) to the eligible clients in all the 58 authorized counties. The last of the WIC/FMNP checks were sent to the WIC agencies on June 10<sup>th</sup> so certified vendors should be redeeming checks at approved markets.

Although the extra funding provided in the Farm Bill was a major accomplishment of the National Association Of Farmer' Market Nutrition Programs, it was only a one year fix. The Bush administration has not requested any funds to continue the WIC/FMNP for 2003. FMNP supporters will have to battle with the House and Senate Agriculture Appropriations Subcommittees to continue to provide funds for the WIC/FMNP.

The Seniors FMNP is more fortunate as the Farm Bill provided level funding over the next six years, the life of the Farm Bill. Iowa had received an initial grant of \$282,958, which was increased to \$337,200 after additional funds were made available through the Farm Bill. Checks were sent out on June 4<sup>th</sup> to Area Agencies on Aging for distribution to eligible seniors and you should be seeing seniors checks in your markets by now.

This year there are over 750 fruit and vegetable growers participating in the two programs. If you have new growers at your market please let them know about the Farmers' Market Nutrition Programs and have them contact Margaret Long at (515) 242-6239 or [margaret.long@idals.state.ia.us](mailto:margaret.long@idals.state.ia.us).

*By Mike Bevins, Chief, Bureau of Horticulture and Farmers' Markets, IDALS*

Food Stamps can be accepted at Farmers' Markets. For information to be an authorized Food Stamp Retailer, contact Rich Coker, at USDA - Food & Consumer Service (515) 284-4035.